

2011 SANTA CLARA ART & WINE FESTIVAL SPONSOR APPLICATION



Today's Date: _____

1. CONTACT INFORMATION

Company Name _____
 Contact at Event _____
 Street Address _____
 City, State, Zip _____
 Phone-office _____
 Phone-cell _____
 Email _____

2. Please indicate the sponsorship package you would like to purchase.

Kids Kingdom _____ Bronze (SOLD OUT) Gold _____ Platinum _____ Title _____

2011 Sponsor Packages	Kids Kingdom	Bronze	Gold	Platinum	Title
Price valid until May 1	\$950	\$1,100	\$3,000	\$5,000	\$20,000
Price valid May 2- June 15	\$1,100	\$1,250	\$3,150	\$5,150	\$20,000
Price valid June 16-August 12	\$1,250	\$1,400	\$3,300	\$5,300	\$20,000
From August 12 through the Festival	Not for sale- Waitlist only	Not for sale- Waitlist only	Not for sale- Waitlist only	Not for sale- Waitlist only	Not for sale- Waitlist only

3. PAYMENT

Festival fees may be paid in the form of a check, money order or credit card. Please make checks payable to the "City of Santa Clara".

Festival fees enclosed ☐

Please send me an invoice ☐

I hereby authorize the use of my ☐ Master Card ☐ Visa ☐ Discover ☐ AMEX

Print name as it appears on the card: _____ ZIP Code: _____

Credit Card Number: _____ Expiration Date: _____

Signature: _____

Please read and complete **all pages** of this application. Return to:
 1303 Fremont Street, Santa Clara, CA 95050
 408/246-0176 FAX or porr@santaclaraca.gov

2011 SANTA CLARA ART & WINE FESTIVAL SPONSOR APPLICATION



4. 2011 Cancellation Fee Policy

Date of refund	Kids Kingdom	Bronze	Gold	Platinum	Title
10% until May 1	\$95 cancellation fee	\$110 cancellation fee	\$300 cancellation fee	\$500 cancellation fee	\$2,000 cancellation fee
25% from May 2- June 15	\$275 cancellation fee	\$313 cancellation fee	\$788 cancellation fee	\$1,288 cancellation fee	\$5,000 cancellation fee
50% from June 16-August 12	\$625 cancellation fee	\$700 cancellation fee	\$1,650 cancellation fee	\$2,650 cancellation fee	\$10,000 cancellation fee
After August 12	No refund	No refund	No refund	No refund	No refund

5. A booth, table and chairs are included in your sponsorship package. The booth structure consists of a 10'x10' steel frame, a top, three half sides, a full back, and a ledge that can be used as a counter.

- A. Would you like to reserve a booth structure? Yes _____ No _____
- B. Would you like to reserve one banquet table? Yes _____ No _____
- C. Would you like to reserve two folding chairs? Yes _____ No _____

6. Please describe what will be promoted/sampled at your booth: _____

7. Please list any special set up needs or requests: _____

8. Electricity is not readily available in a park. Please indicate if it would be helpful to you:

- A. Electricity would be helpful to my display. Please contact me to discuss it _____
- B. I plan to bring the following electrical equipment (Please list all electrical equipment):

- C. Aggregate amperage of electricity requested _____.

Please read and complete **all pages** of this application. Return to:
 1303 Fremont Street, Santa Clara, CA 95050
 408/246-0176 FAX or porr@santaclaraca.gov

2011 SANTA CLARA ART & WINE FESTIVAL SPONSOR APPLICATION



PARTICIPATION

Applications are considered on a first-come, first served basis. Applications may be submitted by mail, FAX, or email to the address listed on the front page of this application. A limited number of sponsorships are available. A limited number of sponsors from the same industry are accepted into the Festival. Once a level of sponsorship has reached capacity or an industry has been filled, applicants are placed on a waiting list in the order in which their application was received. The Santa Clara Art and Wine Festival reserves the right to deny participation to any applicant. Participation in previous festivals does not guarantee acceptance in current or future events.

PAYMENT

Payment is required to establish a sponsor's participation in the Festival. Payment may be made in the form of cash, check, or credit card. Checks are payable to the "City of Santa Clara". Please request an invoice if you require one. A sponsor's request to participate in the Festival is considered tentative until payment is confirmed.

BOOTH

Sponsorship fees include a 10' x 10' space, a booth structure, one banquet table and two chairs. The booth structure consists of a 10'x10' steel frame, a top, three half sides, a full back, and a narrow ledge that can be used as a counter. The Festival is held outdoors in Central Park; booths are not guaranteed to be located on level surfaces. Please be prepared to accommodate uneven and sloped ground as well as different types of surfaces such as grass, dirt, asphalt, or concrete. Participation in previous festivals does not guarantee same booth placement in this year's festival.

ELECTRICITY/GENERATORS

Electricity is not readily available in the park. Requests for electricity will be considered on a first-come, first-served basis. Please provide the aggregate wattage of electricity requested. Prior written approval is required for a sponsor to bring in a generator; the type of generator used and the placement of such is determined by the Festival. Sponsors are responsible for all costs and equipment associated with providing a generator.

SET UP and TAKE DOWN

Sponsors may set up their booths on Friday afternoon or Saturday morning. Private vehicles are not allowed in the park at any time. All materials must be hand carried to their booth. Handcarts are not available from the Festival. Booths are to be staffed and operational from 10:00am-5:00pm both Saturday and Sunday. Overnight security is provided inside Central Park on Friday and Saturday. Items left in the park are the responsibility of the sponsor. The Santa Clara Art and Wine Festival is not responsible for items that are lost or stolen.

SAMPLING and PROMOTIONAL OPPORTUNITIES

Sampling and promotional opportunities are to be made within the confines of your physical booth structure. It is not permissible to promote, distribute, or sample products/literature in any other area of the Festival. Tables, chairs, and displays must be set up inside your booth; banners, signs, balloons, etc. must be affixed to your booth. It is not permissible to distribute any type of consumable samples (food and drink) at the Festival.

Please read and complete **all pages** of this application. Return to:
1303 Fremont Street, Santa Clara, CA 95050
408/246-0176 FAX or porr@santaclaraca.gov

**2011 SANTA CLARA ART & WINE FESTIVAL
SPONSOR APPLICATION**



SUBLEASING YOUR BOOTH or TRANSFERRING PARTICIPATION

Only the company listed on the application may participate in the Festival. Franchises must apply to participate separately. It is not permissible to display, promote, or distribute products or literature for any company, organization, or individual other than the one listed on the application. It is not permissible for a sponsor to sell, trade, transfer, share, or give away the opportunity to participate in the Festival.

EXCLUSIVITY

It is probable that companies offering similar products or services will participate in the event. Their booths may be located near or next to one another. Exclusivity is not offered and should not be expected.

PETS

Please do not bring pets to the Festival.

QUESTIONS

Please contact Phil Orr at 408/615-3171 or porr@santaclaraca.gov.

I, and those representing my company, will abide by the above participation guidelines.

Assumption of Risk and Liability Agreement

In CONSIDERATION of the acceptance of the application for entry into the activities listed on the application form above this agreement, I hereby WAIVE, RELEASE, and DISCHARGE, any and all claims for the damages for death, personal injury, or property damage which I may have, or which may hereafter accrue to me as a result of my participation in the said activities. This release is intended to discharge in advance the City of Santa Clara, City Council, its officers, agents, and employees, the Santa Clara Unified School District and the School Board, its officers, agents and employees from and against any and all liability arising out of or connected with my participation in the said classes or activities, even though that liability may arise out of NEGLIGENCE or CARELESSNESS, on the part of the persons or entities mentioned above.

I HAVE READ THE DESCRIPTION OF THE ACTIVITY FOR WHICH I HAVE APPLIED, AND I AM AWARE THAT THESE ACTIVITIES SUBJECT ME TO PHYSICAL RISKS AND DANGERS. NEVERTHELESS, I VOLUNTARILY AGREE TO ASSUME ANY AND ALL RISKS OF INJURY OR DEATH, AND TO RELEASE, DISCHARGE, AND HOLD HARMLESS ALL OF THE ENTITIES OR PERSONS MENTIONED ABOVE WHO, THROUGH NEGLIGENCE OR CARELESSNESS, MIGHT OTHERWISE BE LIABLE TO ME, OR MY HEIRS, PERSONAL REPRESENTATIVES, NEXT OF KIN, SPOUSE OR ASSIGNS.

It is understood and agreed that this waiver, release, and assumption of risk is to be binding on my HEIRS, PERSONAL REPRESENTATIVES, NEXT OF KIN, SPOUSE and ASSIGNS. I have carefully READ this Agreement and fully UNDERSTAND its content.

Signature

Date

Printed Name

Company name

Please read and complete **all pages** of this application. Return to:
1303 Fremont Street, Santa Clara, CA 95050
408/246-0176 FAX or porr@santaclaraca.gov